



Asia-Pacific Location-based
Services Market to be Worth
\$118.2 Billion by 2031



According to the latest publication from Meticulous Research®, the Asia-Pacific location-based services market is projected to reach \$118.2 billion by 2031, growing at a CAGR of 17.3% from 2024 to 2031. The market's rapid expansion is driven by the increasing adoption of location-based services (LBS) in retail and agriculture sectors. LBS has become a critical tool for businesses seeking to enhance customer experiences through targeted marketing, personalized services, and improved operational efficiency.

The retail sector, in particular, has been a major driver of LBS growth, as companies use location data to improve customer engagement, streamline store operations, and provide location-based offers. The agriculture sector also benefits from LBS, utilizing these services for precision farming, monitoring weather patterns, and optimizing resource use.

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However, dynamic government regulations governing location-based services pose challenges to market growth. High costs associated with LBS implementation further limit broader adoption across industries. Nevertheless, advancements in mapping and navigation solutions, combined with the adoption of 5G technology, offer lucrative growth opportunities for market stakeholders. Additionally, the integration of GIS (geographic information system) software with augmented reality (AR) and virtual reality (VR) technologies is an emerging trend that is expected to revolutionize the way location data is analyzed and applied.

Market Segmentation Overview

The Asia-Pacific location-based services market is divided into multiple segments, each representing a key component, technology, or application area.

Component: The market is categorized into platforms/solutions and professional services. The platforms/solutions segment is expected to dominate the market in 2024, driven by the increasing launch of location-powered mobile apps, the need for location intelligence platforms, and the growing popularity of location-based messaging.

Technology: Based on technology, the market includes Global Navigation Satellite Systems (GNSS), Global Positioning Systems (GPS), Wi-Fi, near-field communication (NFC), and others. GNSS is expected to hold the largest market share in 2024, fueled by its diverse applications in positioning and real-time location tracking.

Applications: The application segment includes navigation, geo-marketing & advertising, mapping & GIS, tracking, social networking, infotainment, and other applications. Navigation holds the largest market share due to its use in the automotive industry for route planning, smart parking, and traffic management.

Location Type: LBS are applied in both outdoor and indoor settings. Outdoor services are widely used for navigation, asset tracking, and proximity marketing, making this segment the largest in 2024. Meanwhile, the indoor segment is projected to register the highest CAGR, as there is a growing need to track people and objects within enclosed spaces like malls and airports.

End-Use Industry: The market serves a variety of industries, including government, transportation & logistics, retail & e-commerce, and smart cities. The transportation & logistics sector is anticipated to dominate the market in 2024, with widespread use of GPS for real-time vehicle tracking and route optimization. The retail & e-commerce sector is expected to register the highest CAGR, driven by the need for location-based targeted marketing and supply chain optimization.

Geographic Insights

The Asia-Pacific region is home to several key players and emerging markets. China is projected to hold the largest share of the market in 2024, supported by the country's growing demand for automated driving solutions, GNSS hardware, and drone applications in sectors like healthcare. India, on the other hand, is expected to record the highest growth rate during the forecast period, driven by rising government initiatives and increased collaboration between local and global players for product innovations.

Key Players in the Market

The Asia-Pacific location-based services market is highly competitive, with leading global companies driving innovation and technological advancement. Key players include:

- HERE Global B.V. (Netherlands)
- Google LLC (U.S.)
- TomTom N.V. (Netherlands)
- Esri (U.S.)
- Hexagon AB (Sweden)
- Trimble Inc. (U.S.)
- Cisco Systems, Inc. (U.S.)
- QUALCOMM Incorporated (U.S.)
- Microsoft Corporation (U.S.)
- AT&T Inc. (U.S.)
- Zebra Technologies Corporation (U.S.)
- ALE International (France)
- Precisely (U.S.)
- Rohde & Schwarz GmbH & Co. KG (Germany)
- Nextbillion.AI Pte. Ltd. (Singapore)

These companies are investing in the continuous development of LBS solutions and services to capitalize on the growing demand for real-time location data and advanced mapping capabilities.

As the Asia-Pacific location-based services market continues to expand, businesses across multiple sectors are set to benefit from enhanced location intelligence, enabling more efficient operations and improved customer experiences.

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